

27 August 2013

Snakk presents a world of smart screen growth
AGM and panel event highlights from #snakklive

AUCKLAND, New Zealand, 27 August 2013 – Kiwis love their ‘smart screens’. This was the theme of last night’s panel discussion hosted by Snakk Media and attended by a 200-strong audience of media, marketers, university business students and shareholders at an evening event following its Annual General Meeting (AGM).

This theme is backed up by the findings of a recent Snakk ‘State of Screens’ survey¹ of New Zealand smartphone and tablet owners, which found that nearly 82% (or 1.45 million New Zealand adults) used one of their smart screens to do something that was not work related an average of 13.4 times a day.

During the AGM, which was the first one held since the company listed in March 2013, Snakk Group CEO Mark Ryan announced that first quarter revenues had increased 116% year-on-year from April to June 2013 at \$1,202,464.

“We’ve started our financial year with solid revenues and we are continuing to beat the analyst’s forecasts for mobile advertising growth in Australia and New Zealand,” said Group CEO Mark Ryan. “To put it into context this first quarter revenue result equates to 97% of our revenue for the first six months of the previous financial year. Our team should be proud of their efforts, with the rest of the year looking positive.”

Snakk’s growth strategy is focussed on increasing its Australian and New Zealand market share while seeking opportunities to invest in or acquire companies, technologies or IP that will drive its expansion into Asian countries, where smartphones and tablets are consumer’s primary screens.

Following presentations from the company’s CEO and Chair, General Manager Andrew Jacobs presented customer case studies demonstrating how Snakk uses the best mix of technologies available internationally to find and reach a brand’s audience on smartphones and tablets. The meeting also included the re-election of Michelle Kong and Tim Alpe as Directors.

Commenting on yesterday’s events, Snakk Chair Derek Handley says, “What we saw yesterday from all our presenters was that the rapid adoption of smart screens is dramatically changing consumer behaviour and that people are doing more and more on their smartphones and tablets. The power of being able to use contextual and public customer data is also emerging, and this is presenting opportunities for Snakk to deliver ads that are highly targeted, relevant, and engaging - and which offer tangible benefits to the people who see them.”

Both the AGM and panel discussion were held at Auckland University of Technology, and were broadcast via the company’s investor website, www.snk.co.nz, where viewers could opt to watch the livestream on their smartphones and tablets.

The event’s presenters, who all live at the intersection of digital, media, marketing and technology, gave their insights into how a world filled with more screens, more channels and more data is affecting their industry now, and what this will mean for consumers and marketers in the near future.

Yesterday’s panellists included Mediacom’s Digital General Manager and TVNZ Gadget Guy John Buckley; Mediaworks’ “Director of Interactive” Siobhan McKenna; iPad animated storyteller specialist and Trigger Happy CEO Shona Grundy; and entrepreneur Derek Handley. Owner and creative director of advertising and social media company The Goat Farm, Vaughn Davis, moderated the panel and local Auckland musicians The Dedwoods wrapped up the evening with a collection of funk, soul and blues classic tunes.

In New Zealand, the Interactive Advertising Bureau released a report this month indicating the biggest growth in online advertising in the second calendar quarter of this year came from mobile advertising, which surged by 73% year-on-year and 15% from the first quarter. The report shows the amount spent on mobile advertising in New Zealand represents 1% of the total online advertising

¹ Snakk smart screen survey, Horizon Research, Aug 2013

spend. In countries like the UK, this number is projected to reach 23% by the end of next year.²

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About Snakk Media Limited

NZAX-listed Snakk Media helps brands find and reach consumers using apps, games and social media on their smartphones, tablets and other smart screens. The company generates revenue every time it successfully targets and delivers an ad across its networks of mobile websites, apps and games. The ads are targeted to ensure the right audiences see them at the right time and place.

Snakk is one of the first publicly listed companies in the world that has met the rigorous social and environmental performance standards required to become a certified [B Corporation](#).

Investors: www.snk.co.nz

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² eMarketer's April 2013 forecast on UK Mobile Ad spending, <http://www.emarketer.com/Article/Mobile-Becomes-Essential-Channel-UK/1009896>